

PHILIP MORRIS U.S.A.
INTEROFFICE CORRESPONDENCE
Richmond, Virginia

To: Carolyn Blair
From: Susan Laffoon / Deanie Bridger
Subject: FTC Special Report for 1996

Date: April 22, 1997

The cigarette report forms have been updated with tar and nicotine data from TITL's Market Sample #39 or with data generated in our laboratories. Please note that carbon monoxide (CO) deliveries are not available for some brands.

The following brands were **introduced in 1996**. Report forms for the three Basic packings were added last year. Please note that the first date sold was February 1996, not 1/15/96 as previously reported. Report forms are attached for the Best Buy, Parliament, and Genco packings.

- Basic Full Flavor King Size 20's (Hard Pack) - first sold February 1996
- Basic Full Flavor Menthol King Size 20's (Hard Pack) - first sold February 1996
- Basic Lights King Size 20's (Hard Pack) - first sold February 1996
- Best Buy Full Flavor King Size 20's (Hard Pack) - first sold April 1996
- Best Buy Full Flavor Menthol 100 20's (Hard Pack) - first sold April 1996
- Best Buy Full Flavor 100 20's (Hard Pack) - first sold April 1996
- Parliament Lights Menthol Long Size 20's (Hard Pack) - first sold April 1996
- Parliament Lights Menthol 100 20's (Hard Pack) - first sold April 1996
- Players Navy Cut King Size 20's (Hard Pack) - first sold April 1996
- Players Lights Navy Cut King Size 20's (Hard Pack) - first sold April 1996
- Genco Full Flavor King Size 20's (Hard Pack) - first sold May 1996
- Genco Lights King Size 20's (Hard Pack) - first sold May 1996
- Genco Full Flavor 100 20's (Hard Pack) - first sold May 1996

Additional cigarette report forms were prepared for the following brands which were marketed in 1996. The brand family GPA was renamed Shield in May 1995.

- Shield Nonfilter King Size 20's (Soft Pack)
- Shield Full Flavor King Size 20's (Soft Pack)
- Shield Full Flavor Menthol King Size 20's (Soft Pack)
- Shield Full Flavor 100 20's (Soft Pack)
- Shield Full Flavor Menthol 100 20's (Soft Pack)
- Shield Lights King Size 20's (Soft Pack)
- Shield Lights Menthol King Size 20's (Soft Pack)
- Shield Lights 100 20's (Soft Pack)
- Shield Lights Menthol 100 20's (Soft Pack)
- Shield Ultra Lights King Size 20's (Soft Pack)

- Shield Ultra Lights 100 20's (Soft Pack)
- Famous Value Nonfilter King Size 20's (Soft Pack)
- Famous Value Full Flavor King Size 20's (Soft Pack)
- Famous Value Full Flavor 100 20's (Soft Pack)
- Famous Value Lights King Size 20's (Soft Pack)
- Famous Value Lights Menthol King Size 20's (Soft Pack)
- Famous Value Lights 100 20's (Soft Pack)
- Famous Value Lights Menthol 100 20's (Soft Pack)
- Famous Value Ultra Lights King Size 20's (Soft Pack)
- Famous Value Ultra Lights 100 20's (Soft Pack)

The cigarette report forms for Medley (page 144), Vista (page 145) and Skyline (page 146) should be replaced with forms representing the individual brand packings contained in each series. Forms were prepared for the following:

- Medley Series - Aries Lights King Size Menthol 20's (Soft Pack)
- Medley Series - Embassy Lights King Size Menthol 20's (Soft Pack)
- Medley Series - Espresso Lights King Size Menthol 20's (Soft Pack)
- Medley Series - Seville Lights King Size Menthol 20's (Soft Pack)
- Medley Series - Sienna Lights King Size Menthol 20's (Soft Pack)
- Vista Series - Arizona Lights King Size 20's (Soft Pack)
- Vista Series - Belmont Lights King Size 20's (Soft Pack)
- Vista Series - California Lights King Size 20's (Soft Pack)
- Vista Series - Concord Lights King Size 20's (Soft Pack)
- Vista Series - Derby Lights King Size 20's (Soft Pack)
- Vista Series - Freeport Lights King Size 20's (Soft Pack)
- Vista Series - Long Beach Lights King Size 20's (Soft Pack)
- Vista Series - Monterey Lights King Size 20's (Soft Pack)
- Vista Series - Red Express Lights King Size 20's (Soft Pack)
- Vista Series - Rio Lights King Size 20's (Soft Pack)
- Skyline Series - Accord Full Flavor King Size 20's (Soft Pack)
- Skyline Series - Broadway Full Flavor King Size 20's (Soft Pack)
- Skyline Series - Fairmont Full Flavor King Size 20's (Soft Pack)
- Skyline Series - Free Full Flavor King Size 20's (Soft Pack)
- Skyline Series - New Yorker Full Flavor King Size 20's (Soft Pack)
- Skyline Series - Park Drive Full Flavor King Size 20's (Soft Pack)
- Skyline Series - Paxton Full Flavor King Size 20's (Soft Pack)
- Skyline Series - Plaza Full Flavor King Size 20's (Soft Pack)
- Skyline Series - Profile Full Flavor King Size 20's (Soft Pack)
- Skyline Series - Raffles Full Flavor King Size 20's (Soft Pack)

The following cigarette report forms should be removed. All American Value and Premium Buy are the same brand. All American Value appears on the pack closure, while the name Premium

Buy appears on the pack. The brand name Premium Buy should be reported. See attached illustration. The brand family GPA was renamed Shield in May 1995.

- All American Value Full Flavor King Size 20's (Soft Pack), page 121
- All American Value Lights King Size 20's (Soft Pack), page 122
- All American Value Lights Menthol King Size 20's (Soft Pack), page 123
- All American Value Full Flavor 100 20's (Soft Pack), page 124
- All American Lights 100 20's (Soft Pack), page 125
- All American Lights Menthol 100 20's (Soft Pack), page 126
- All American Value Ultra Lights King Size 20's (Soft Pack), page 127
- All American Value Ultra Lights 100 Size 20's (Soft Pack), page 128
- All American Value Nonfilter King Size 20's (Soft Pack), page 129
- GPA Full Flavor Menthol King Size 20's (Soft Pack), page 202
- GPA Full Flavor Menthol 100 20's (Soft Pack), page 203
- GPA Nonfilter King Size 20's (Soft Pack), page 204
- GPA Full Flavor King Size 20's (Soft Pack), page 205
- GPA Full Flavor 100 20's (Soft Pack), page 206
- GPA Lights King Size 20's (Soft Pack), page 207
- GPA Lights Menthol King Size 20's (Soft Pack), page 208
- GPA Lights 100 20's (Soft Pack), page 209
- GPA Lights Menthol 100 20's (Soft Pack), page 210
- GPA Ultra Lights King Size 20's (Soft Pack), page 211
- GPA Ultra Lights 100 20's (Soft Pack), page 212

The following cigarette report forms were not updated:

- Canadian Players Medium Regular 25's (Hard Pack), page 41, not tested
- Canadian Players Smooth Lights Regular 25's (Hard Pack), page 43, not tested
- Canadian Players Smooth Lights King Size 25's (Hard Pack), page 46, not tested
- Rothmans Special Mild King Size 25's (Hard Pack), page 103, not tested
- Rothmans Extra Light King Size 25's (Hard Pack), page 104, not tested
- Rothmans King Size 20's (Hard Pack), page 105, not tested
- Rothmans Special Mild King Size 20's (Hard Pack), page 106, not tested

The following brands were **discontinued in 1996**:

- Players Navy Cut Lights King Size 20's (Hard Pack)
- Players Navy Cut King Size 20's (Hard Pack)
- Red Express Lights King Size 20's (Soft Pack) - Trademark, Vista series

Please call extension 2426 or 4976 if you have any questions.